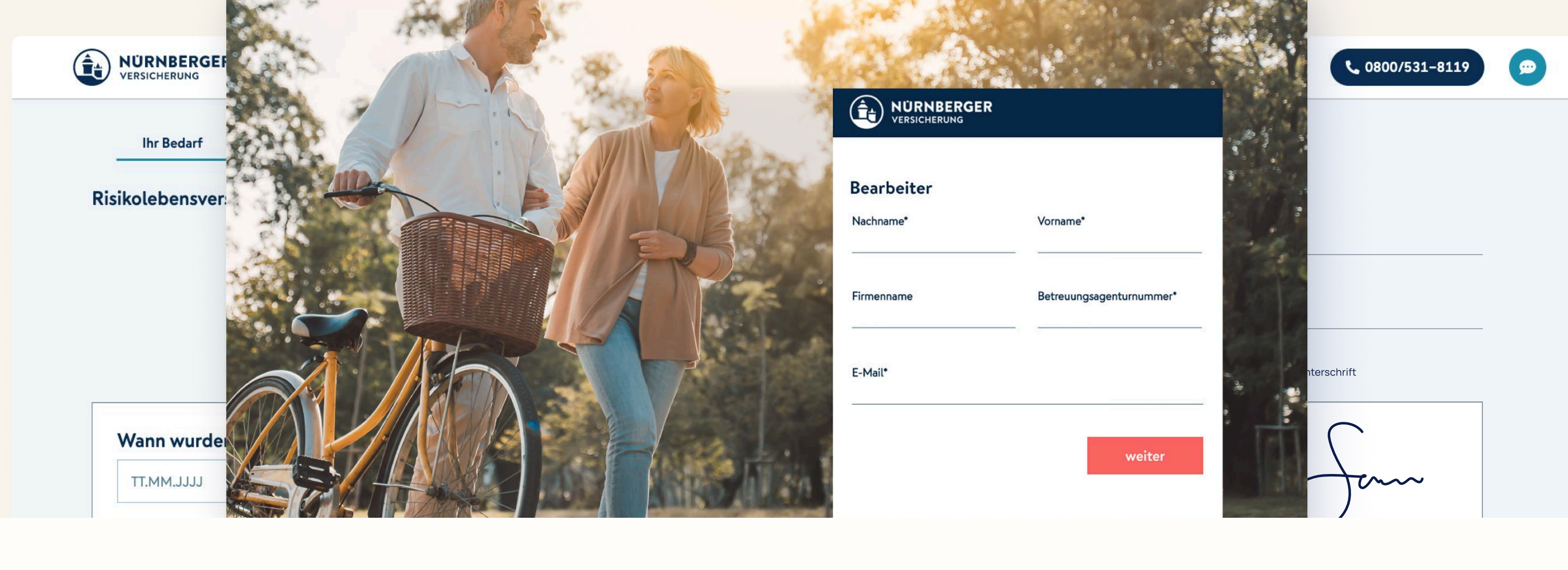


Customer story • Nürnberger

# Offering flexibility in times of uncertainty

Building brand trust and loyalty when it's needed most.

**NÜRNBERGER**  
VERSICHERUNG

Change is inevitable. Nürnberger needed to act fast when anticipating a tsunami of policy cancellations due to COVID-19.

**6 weeks**  
to launch**Faster**  
ROI**Simplified**  
workflow**Remote**  
in-person experience**Increased**  
brand loyalty

**Heinrich Fritzlar**  
Head Group Application  
Development at Nürnberger

“It only took us six weeks from the first call with EasySend to deploying our digital workflow.”

## About

### Nürnberger

Nürnberger is a German insurance company offering full coverage across a wide range of product lines: life insurance, private health insurance, property insurance, accident insurance, and car insurance. Known for its exceptional customer support, Nürnberger focuses on innovating with the times to meet its customers' ever-changing needs.

#### Industry

Insurance

#### Employing

4500

#### Services

 COVID-19 Plan Adjustment

## Mission

### Act fast during COVID-19

As a company that strives to meet customer expectations, being agile is an essential part of business. When COVID-19 hit, Nürnberger anticipated a flood of support calls from customers facing financial distress. They needed a fast solution that could help assist customers through uncertain times and reduce support calls.

## Solution

### Create a digital journey with flexibility

Nürnberger launched a new digital journey in six weeks—from demo to live. This unique online process guided customers through adjusting, pausing, or canceling their current insurance plans. By offering flexible options, customers could choose the best solution for them. Putting the customer first helped Nürnberger maintain and build customer loyalty while staying true to their brand.

## Mitigating the impact of real-world issues

### Making change stress-free

A new COVID-19 digital process makes it simple for customers to adjust, pause or cancel their insurance plans.

### Shifting into gear

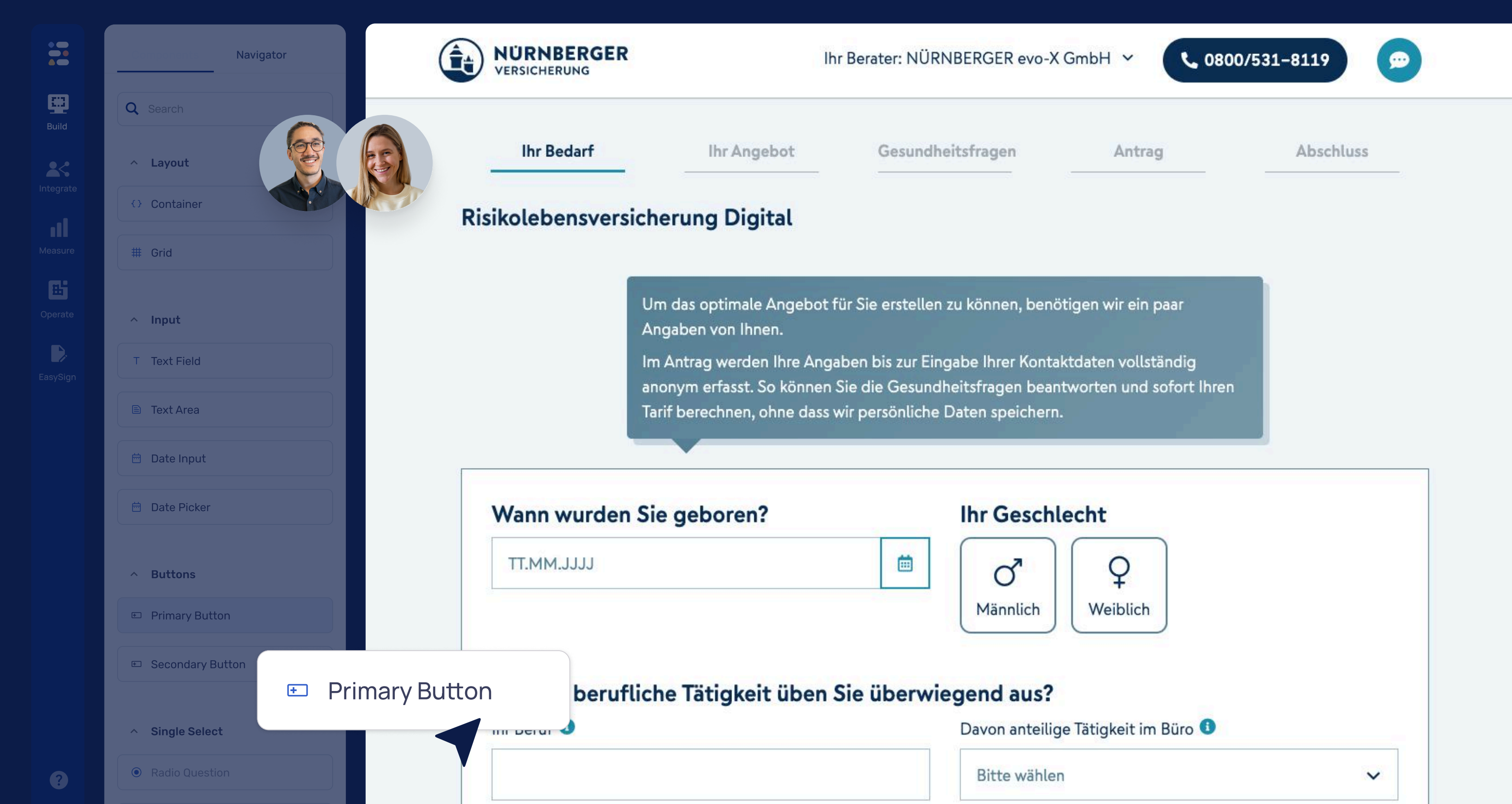
Nürnberger easily collects customer data and is ready to digitize more complex forms for any use case.

### Becoming more agile

Offering digital self-service supported by Co-Browsing and EasySign, Nürnberger makes it easy to support customers in times of need.

### Building brand trust and loyalty

Putting their customers first, Nürnberger has gained customer loyalty and trust when it's needed most.



## The power of EasySend at Nürnberger



### No-code builder

Nürnberger created a digital journey from scratch to proactively support their customers through times of uncertainty.



### Journey Sender

Employees can prefill customer info and send journeys from one place.



### Branded communication

Journeys, emails, and text messages all reflect Nürnberger's brand creating a cohesive customer experience.



### Co-Browsing

When needed, Nürnberger assists customers remotely by sharing screens and helping clients complete the journey in real-time.



### Roles & Permissions

Specific roles are assigned for each step in the workflow so the right people have access at the right time.



### EasySign

Nürnberger uses our electronic signature capabilities to make it easy to sign on any device.



**Heinrich Fritzlar**  
Head Group Application  
Development at Nürnberger

“Our project with EasySend was an absolute success. We were able to move swiftly to assist our customers in financial distress and help them overcome COVID-19-related challenges. The speed of implementation was incredible.”

## About EasySend

### EasySend is the missing layer to limitless self-service.

Our AI-powered digital platform makes it easy to plan, create, and manage personalized customer interactions across every channel, seamlessly connected to your business software. With our low-code suite of products—Journeys, DynamicDoc, EasySign, and Workflow Manager—you go beyond traditional forms to deliver thoughtful, dynamic, and efficient experiences that go far beyond traditional forms.

[Learn more](#)